

LILANGA DHANAPALA

SALES, MARKETING & MEDIA PROFESSIONAL



PERSONAL SUMMARY

I am a dedicated, goal-oriented individual with a diverse media and sales portfolio. My experience has taught me a myriad of skills and life lessons. One such lesson that stands out would be the importance of developing the ability to connect with people and build trust with ease.

As a New Zealand born, Sri Lankan, brought up in the UK, coupled with my professional and personal life that required moving around the world, I have developed an interesting skill base. I am confident in my ability to relate and communicate effectively, whilst accomplishing targets and goals in a timely manner.

With over 19+ years experience within the media industry, a career that began in Chicago as the news and traffic presenter on the Steve Harvey Morning Show, I've enjoyed the opportunity to have consistently left a lasting impression with audiences worldwide. My heartfelt ambition, is to live life with purpose. I am pursuing endeavors where the objective is to impact and influence lives in a positive manner. I do have a passion to work in new media with those who pride themselves in communicating truth to the people without hidden agendas.

The combination of my sales and media experience has cultivated a unique set of skills that allows me to understand the client/audience, being relatable and able to articulate the message in a manner that engages and commands attention.

Demo URL - <https://youtu.be/dJzgEwI26UU>

Website - www.lilangamedia.com

PROFESSIONAL OUTLINE

- Sales & Marketing
- PR Consultant
- TV & Radio, News Anchor / Reporter/ Presenter/ Host
- Program Producer
- Content Creator
- Voice Talent
- Copy Writer
- EMCEE

EDUCATION BACKGROUND

University of West London

ACLM Speech & Drama Performance | 2018

University of Auckland

Bachelor of Science - Physiology | 2000

CONTACT DETAILS

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Referees available at request.

MEDIA EXPERIENCE

TV/ Radio News / Traffic Presenter Producer

- ABC Sri Lanka - GOLD FM and SUN FM Sri Lanka | 2015 to 2019
- RUPAVAHINI Television- Sri Lanka 2014-2015
- Rhema Broadcasting Corporation- Radio Rhema, Life FM, Southern Star - New Zealand - 2007 to 2010
- Radio Networks - Newstalk ZB - New Zealand | 2007
- Crawford Broadcasting Cooperation - Steve Harvey Morning Show (Soul 106.3 Chicago) | 2004 to 2007
- Crawford Broadcasting Cooperation - Micheal Basiden Show Soul 106.3 Chicago) | 2004 to 2007
- Crawford Broadcasting Cooperation - Trey the Choclit joc Morning jump off (Power 92.3 Chicago) | 2004 to 2007

TV & RADIO Show Host / Producer

- Fm88.3 Sri Lanka June 2020 - May 2022
- Google Fintech Sri Lanka | Jan 2020 - 2021
- EAP Edirisinghe Group, EFm88.3 Sri Lanka - PM Crunch | 2015
- Rhema Broadcasting Corporation, Southern Star New Zealand | 2007 to 2010
- American Entrepreneur Live , Host & Field Correspondent - Chicago IL, USA | 2006 to 2007
- Kohanim Productions -Tabernacle Man Show - Chicago, IL, USA | 2007

Copy Writer / Editor

- ABC Sri Lanka GoldFm & SUN FM Sri Lanka | 2015 to 2019
- Sri Lanka Rupavahini Broadcasting Corporation Sri Lanka - Rupavahini, Channel Eye | 2013 to 2014
- Rhema Broadcasting Corporation New Zealand- Radio Rhema, Life FM, Star | 2007 to 2010

Voice Over Talent & Copy Writing

- Television & Radio Commercials
- Trailers
- Documentary Narrator
- Events / Corporate Emcee
- Corporate & Personal Voicemails
- Corporate Promotional Video
- PR Consultant
- Sales & Marketing Rep

SALES EXPERIENCE

Pharmaceutical Sales Account Executive

Pharmacia /Pfizer London UK | 2002-2003

- Have thorough knowledge of current and newly launched products
- Implement effective sales strategies
- Converse with medical professionals
- Achieve KPIs
- Achieve sales targets
- Find sales opportunities
- After sales service
- Managing time and territory for optimum productivity and sales

Car Sales Account Executive

Fletcher Jones Chicago USA | 2004-2005

- Meeting Customer's
- Achieving sales targets
- Contributing team targets
- Enabling customers to make an informed purchase
- Following up sales leads
- Ensuring customer satisfaction

Radio TV Sales Account Executive

Crawford Broadcasting | 2004-2007

- Radio promo concept creation
- RJ sales guides
- Write marketing scripts
- Lead generation

Freelance Sales and Marketing Consultant

- Branding
- Brand management
- Creative Market positioning
- Competitor analysis
- Recommended marketing strategies
- Launching social media campaigns
- TV & Radio marketing content
- Copy writing for marketing material
- Evaluate effectiveness of existing marketing strategies